

WHAT IS CLAIMED IS:

1. A system for displaying a personal portal page, the system comprising:

an Internet content storage module operable to receive and store content from a pre-identified Internet web site in a memory;

a personal content storage module operable to receive and store at least one of content and a software application from a user in the memory, wherein the personal content storage module is adapted to receive a software application from the user for integration into the personal portal page;

a content selection module operable to receive a selection from the user representing at least one of the content from the Internet web site and the at least one of the content and the software application from the user;

a portal page layout module operable to place only the at least one of the content and the software application represented by the selection from the user in the personal portal page according to a predefined specification; and

a portal page layout modification module operable to receive input from the user that represents at least one change to the predefined specification, wherein the portal page layout modification module uses the input from the user to modify the predefined specification, and to display the personal portal page according to the modified predefined specification.

2. The system of claim 1, further comprising a content restriction module, wherein the at least one of the content and the software application is restricted from an other user.

3. The system of claim 2, further comprising a fee schedule module,  
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wherein a fee is charged to the other user for access to the at least one of content and a software application.

4. The system of claim 1, further comprising a technical specification module, the technical specifications module providing software programming code to the user to integrate the software application into the personal portal page.

5. The system of claim 1, further comprising a portal section layout module that is operable within the portal page layout modification module to define specifications for each respective ones of portal sections.

6. The system of claim 5, wherein the specifications include at least one of background color, text font type, text point size, background image, and border color.

7. The system of claim 1, further comprising a personal portal page template module that defines a template for future personal portal page development and based upon the input received by the portal page layout modification module.

8. The system of claim 1, further comprising an administrative user module that enables the user to restrict access to the at least one of the content and the software application by an other user.